

Marketing communication & brand (projects available)

At Ecobotix we offer drone-based release of beneficial organisms for increasing the efficiency in organic production. Further, we firmly trust that working closely together with motivated and skilled students - sharing our passion and mindsets - will very likely enable us to bring unique value to our customers, so please feel free to contact us!

PROJECT SCOPE

Formulate and implement strategies within marketing, communication and brand, such as:

- Investigating company communication and brand requirements
- Evaluating present communication (web, print, video)
- Suggesting and implementing selected new material and written contents
- Taking interviews with and feedback from relevant stakeholders
- Visual media production

BACKGROUND

Relevant journalistic interest areas may include:

- Agriculture, biology and organic production
- Robots, drones and ICT
- Tech start-ups
- Popular science communication (in Danish and English)
- Authentic and compelling story-telling, WOM marketing
- Illustrations and video creation

PREFERRED SKILLS

Analytical thinking, Customer-focus, Leadership.

EXPECTED WORKLOAD

Company Project (15 ECTS), Bachelor Thesis (15 ECTS), Master Thesis (30-40 ECTS)

RELEVANCE TO STUDIES

Likely you are BSc. or MSc. student specializing in either: Journalism or International Business Communication.

COMPANY DESCRIPTION

Ecobotix is a high-tech start-up focused on the development of innovative drone technology and ICT applications in agriculture, horticulture, etc. We are particularly passionate about organic cultivation, seeking actively to develop and offer technology that best supports this market trend. The company already collaborates with a variety of interesting partners in Denmark and abroad.

More about the company: www.ecobotix.com

CONTACT

Any questions? Feel free to contact:

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We are located very close to SDU, our address is: Cortex Park 26, DK - 5230 Odense M.

Applications period:

From: 01.09.2017

Until: 31.01.2018

Expected project period:

2017-2018

